

## Guideline for Conducting a Business Report

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You are assigned by your boss to run a thorough research on one business organization in Thailand that is listed in the SET100. The purpose of this project is to provide an analysis of a business in Thailand in terms of situational analysis (internal and external factors), business model, financial analysis, and customer-driven marketing strategy.

Report pattern: Business report  
Presentation pattern: Business presentation (20 minutes presentation + 10 minutes Q&A)  
Presentation date: **30 July 2019 and 1 August 2019**  
Report submission date: **before 9 August 2019**  
Group member: 6 persons maximum

### Criteria on choosing a company:

1. The business has been operating in Thailand for at least 2 years and is listed in the SET100.
2. You can gain a business insight through both primary and secondary data collection. Primary data collection is, for example, an interview with the business's customers, shareholders, or partners.

### Submission format:

1. a business presentation slides covering part C, D, and E
  - soft file sent to [sojira.k@arts.tu.ac.th](mailto:sojira.k@arts.tu.ac.th) on the presentation day
2. a business report with a maximum page of 20 pages, excluding table of contents and appendix.
  - soft file sent to [www.turnitin.com](http://www.turnitin.com) (Create a student account and enroll to Class ID 21615293 Enrollment key 0291)
  - hard copy submitted at BE Office
  - use Multiple 1.15 line spacing
  - preferable fonts are Calibri, Cordia New, Arial, or Times News Roman

### Notes:

1. Those who plagiarize will get zero.
2. Include both primary and secondary sources in the report.

## REPORT STRUCTURE AND CONTENT TO BE COVERED

FRONT MATTER
BODY MATTER
<p>PART A : Company factsheet</p> <ol style="list-style-type: none"><li>1. Company background</li><li>2. Vision and Mission</li></ol>
<p>PART B: Business Analysis</p> <ol style="list-style-type: none"><li>1. External factors affecting business operation (Five Forces Analysis and some forces in business environment)</li><li>2. SWOT Analysis (including HR, Production, and Management)</li><li>3. Business Model</li></ol>
<p>PART C: Marketing Analysis</p> <ol style="list-style-type: none"><li>1. Targeting Strategy and Target Group(s)</li><li>2. Differentiation and Positioning Strategy</li><li>3. Integrated Marketing Program (4Ps)</li></ol>
<p>PART D: Financial Analysis (3-year data)</p> <ol style="list-style-type: none"><li>1. Balance Sheets</li><li>2. Income Statements</li><li>3. Cash Flow Statements</li></ol>
<p>PART E: Discussion</p> <ol style="list-style-type: none"><li>1. Challenges? Sustainability? Business direction? Recommended strategy for business profitability?</li></ol>
BACK MATTER

## Assessment Criteria

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### Business concept

- Fully address all the requirements of the task
- Be able to apply lessons learnt in class to the given task
- Be able to incorporate data-driven and research-based information in the business report and presentation
- Be able to present information without personal assumption and subjectivism
- Be able to provide practical business solutions/ recommendations on the discussion part
- Select interesting business to enhance more attention and discussion in class

### Language use

- Use of a wide range of vocabulary
- Appropriate language use and punctuation
- Grammatical correctness
- Message comprehensibility

### Presentation

- Well-structured presentation through the use of verbal signposts and visual aids
- Attention and participation from classmates
- Visual aids: rare of misspellings, easily to follow and facilitating to the audience's understanding
- Presenter:
  - o Preparedness
  - o Confidence
  - o Body languages
  - o Clear voice projection
  - o Correct pronunciation
  - o Proper attire